

EMAIL LIST BUILDING BLUEPRINT



Email List Building Blueprint Checklist

Having the Right Mindset

- ☐ Have the right mindset when going into email marketing
- ☐ Engagement and connect with your subscribers.
- ☐ The key to success is thinking of what you can do for your customers and subscribers in general.

Autoresponders

- ☐ Choose between having an autoresponder plug-in/program on your own Web server or pay an autoresponder company to use their service and their servers.
- ☐ Three of the most popular autoresponder services are AWeber, GetResponse, and MailChimp.

Opt-In Confirmations

- ☐ Decide between single and double opt-in confirmations for your list.

Free Giveaway

- ☐ Give away an ebook/report/software program/etc. that will encourage people to give their contact information to you and join your list in return for it.
- ☐ Try to write/make the lead magnet yourself hire an outsourcer to write/make it or use private label rights (PLR) material for all or in part to write/make it.

Dedicated Landing Page

- ☐ Create a dedicated landing page using your preferred method of making Web pages or use your autoresponder's landing page templates.
- ☐ This dedicated landing page should have fill-in-the-blanks for name and email address, plus should have graphics that represents the ebook/report/software program.

Thank You Page

- ☐ Create a thank you page that will be displayed to the subscriber once he/she has submitted his/her contact info (via single opt-in) or after he/she has verified his/her subscription (via double opt-in).
- ☐ Either create the thank you page via your Web design skills using your preferred Web page software or use thank you page templates from your autoresponder company.

Promoting Others' Free Giveaways To Help Promote Your Own

- ☐ Help promote your free giveaway by willing to promote others' free giveaways on your download page, while they do the same on their download pages for your free giveaway.
- ☐ Find credible marketers with free giveaways that complement your own- these are the best ones to use this tactic with for maximum results and subscribers to your list.

Send A Welcome Email To New Subscribers

- ☐ Welcome them to your list, ensure they received their free download by including a link to it.
- ☐ Offer to help the new subscriber with anything related to your topic of expertise by providing contact info (email, social media, Skype, etc.).

Follow Up With An Upsell

- ☐ Add a modified or enhanced version of your free offer for a low price in a first or early email to your subscriber.
- ☐ Follow up with a few more messages for your upsell to the new subscriber over the course of the next few weeks using your autoresponder.

Email Frequency

- ☐ Must provide value in every email to your subscribers - don't waste their time.
- ☐ Don't put offers in all emails either; in fact, you should probably have a ratio of about 80%/20% content/offers.